

WHAT IS CLAIMED IS:

1. An electronic program guide display control apparatus for displaying a part of an electronic program guide on a display screen and scrolling the display of a display area in response to specification operation on the display screen, the electronic program guide display control apparatus comprising:

a specification position detection unit for detecting
10 a specification position on the display screen; and

a scroll control unit for scrolling the display of the display area based on a positional relation between the specification position detected by the specification position detection unit and a predetermined position on the display
15 screen.

2. The electronic program guide display control apparatus according to claim 1, wherein the specification position detection unit detects a position on the display screen
20 pressed by a user with the user's finger as the specification position.

3. The electronic program guide display control apparatus according to claim 2, wherein the scroll control unit
25 scrolls the display of the display area based on the positional

relationship between the specification position detected by the specification position detection unit and a center position of the display screen.

5 4. The electronic program guide display control apparatus according to claim 3, wherein the scroll control unit scrolls the display of the display area based on of a direction from the center position to the specification position and at least one of a distance from the center position to the
10 specification position and specification pressure at the specification position.

5. The electronic program guide display control apparatus according to claim 4, wherein if the specification 15 position detected by the specification position detection unit is an end portion of the display screen, the scroll control unit displays content of an end portion of the electronic program guide positioned in a direction from the center position to the specification position on the display screen.

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6. The electronic program guide display control apparatus according to claim 1, further comprising:

25 a program-unit regulation unit for regulating a move distance of the scrolling by the scroll control unit in program units.

7. The electronic program guide display control apparatus according to claim 1, further comprising:

5 a time-unit regulation unit for regulating a move distance
of the scrolling by the scroll control unit in predetermined
time units.

8. The electronic program guide display control apparatus according to claim 1, further comprising:

10 a broadcast-service-unit regulation unit for regulating a move distance of the scrolling by the scroll control unit in broadcast service units.

9. An electronic program guide display control method
15 comprising:

displaying a part of an electronic program guide on a display screen;

detecting a specification position on the display screen;
and

20 scrolling a display area of the electronic program guide based on a positional relationship between the specification position detected and a predetermined position on the display screen.

25 10. An electronic program guide display control program

for causing a computer to perform a process comprising:

 displaying a part of an electronic program guide on a display screen;

 detecting a specification position on the display screen;

5 and

 scrolling a display area of the electronic program guide based on a positional relationship between the specification position detected and a predetermined position on the display screen.

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